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ABSTRACT

THE FOLLOWING IS THE FULL TEXT OF THIS DOCUMENT: In 1974 Doris Taggart, Public Relations Vice President of Zions First National Bank in Salt Lake City, was serving on the Free Enterprise Committee of the Salt Lake Chamber of Commerce. She developed a plan to involve elementary school children with a large bank by asking the children to make (manufacture) a Christmas tree ornament in their school art classes. They were asked to use recyclable material, something that would not cost them anything. On a date designated by the bank, the children brought their ornaments to the schools and performed the service of decorating the trees. The bank provided four 10-foot Christmas trees and placed the lights on them before the children arrived. Under the direction of the art teachers and, generally, the principals of the schools, four trees were decorated in 1974. The students were paid 25 cents for each ornament. The checks were made payable to the schools, which in turn used the money for various items. Some used it for Christmas baskets for the poor; one school bought an aquarium for the school; another purchased films for the school library. There were approximately 2,800 elementary school students involved in the first year's program. The program was received so well by the students, by the teachers, by the bank employees and by the public in general that it was decided to expand the program throughout the 63 branches of the bank in the State of Utah. Each branch is responsible for working with the school in its community. Since 1974 the program has grown so that last year over 21,000 children participated. Usually the trees are decorated the first week in December, all being decorated on the same day. At 5:30 on that day, the parents, teachers and students are invited to return to the bank for a "lights-on party." Punch and cookies are served. Promptly at 5:30, the lights are plugged in on the trees at all 63 branches of the bank. The schools have been so enthusiastic about this program that in most areas the music teachers work with the children to prepare musical numbers for presentation at the lights-on party. Some have even brought their school orchestras. Santa Claus visits many of the offices, passing out candy canes. Last year approximately 8,500 parents and teachers were in attendance. The program has given the children an opportunity to make a product, sell the product, perform a service, receive pay, and spend the money received on something special for the school. It has been a very popular program throughout the State of Utah. (Author)

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CHRISTMAS PROGRAM FOR ELEMENTARY SCHOOL CHILDREN

In 1974 Doris Taggart, Public Relations Vice President of Zions First National Bank in Salt Lake City, was serving on the Free Enterprise Committee of the Salt Lake Chamber of Commerce. She developed a plan to involve elementary school children with a large bank by asking the children to make (manufacture) a Christmas tree ornament in their school art classes. They were asked to use recyclable material, something that would not cost them anything.

On a date designated by the bank, the children brought their ornaments to the schools and performed the service of decorating the trees. The bank provided four 10-foot Christmas trees and placed the lights on them before the children arrived. Under the direction of the art teachers and, generally, the principals of the schools, four trees were decorated in 1974.

The students were paid 25 cents for each ornament. The checks were made payable to the schools, which in turn used the money for various items. Some used it for Christmas baskets for the poor; one school bought an aquarium for the school; another purchased films for the school library. There were approximately 2,800 elementary school students involved in the first year's program.

The program was received so well by the students, by the teachers, by the bank employees and by the public in general that it was decided to expand the program throughout the 63 branches of the bank in the State of Utah. Each branch is responsible for working with the school in its community. Since 1974 the program has grown so that last year over 21,000 children participated.

Usually the trees are decorated the first week in December, all being decorated on the same day. At 5:30 on that day, the parents, teachers and students are invited to return to the bank for a "lights-on party." Punch and cookies are served. Promptly at 5:30, the lights are plugged in on the trees at all 63 branches of the bank.

The schools have been so enthusiastic about this program that in most areas the music teachers work with the children to prepare musical numbers for presentation at the lights-on party. Some have even brought their school orchestras. Santa Claus visits many of the offices, passing out candy canes, etc. Last year approximately 8,500 parents and teachers were in attendance.

The program has given the children an opportunity to make a product, sell the product, perform a service, receive pay, and spend the money received on something special for the school. It has been a very popular program throughout the State of Utah.

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